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Planning Department
London Borough of Camden 2nd Floor, 5 Pancras Square
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London
WC1H 9JE

Date: 27th June 2023

7ABC Bayham Street | Advertisement Consent Application

Dear Patrick,

On behalf of our client, Camden Lifestyle (UK) Ltd (hereinafter 'the Applicant'), we hereby formally submit an Advertisement Consent application relating to the existing hoarding at the temporary construction site at 7ABC Bayham Street, London, NW1 0EY (hereinafter 'the Site').

The description of development is as follows:

"Display of advertisement on existing hoarding".

The following documents have been submitted in support of this application:

- Site Location Plan;
- Detail Drawing; and
- Design Document.

In addition to the above, the requisite fee of **£526.00** has been paid directly via the Planning Portal. The Planning Portal reference number is **PP-12206243**.

This letter serves as our Planning Statement and sets out details of the proposed advertisement. In addition, this letter assesses the proposed development against current national, regional, and local planning policy.

Site Description

The Site currently comprises a construction site with plywood hoarding fronting Bayham Street.

The Site previously comprised 3no. buildings (Use Class B1(a)) around a central area of hardstanding.

The Site gained planning permission (application ref:2018/3647/P) for the "*Demolition of existing office buildings (B1) and erection of 5 storey (plus two storey basement) building comprising mixed office (B1) and hotel (C1) use.*" Planning permission was granted on 28th August 2020. The scheme has since been implemented and works are currently underway.

The Site does not contain any statutory or non-statutory Listed Buildings, with the closest Listed Building, Camden Palace Theatre (Grade II Listed), approximately 50m away on Crowndale Road (now occupied by Koko). The Site is located within Camden Town Conservation Area.

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Planning History

Planning permission (Ref. 2018/3647/P) was originally granted for the redevelopment of 7ABC Bayham Street on 28th August 2020. The description of development was as follows:

“Demolition of existing office buildings (B1) and erection of 5 storey (plus two storey basement) building comprising mixed office (B1) and hotel (C1) use”.

A subsequent Section 73 application (Ref. 2020/5647/P) was approved on 19th January 2022. The description of development was as follows:

“Variation of conditions 2 (approved plans), 5 (waste storage), 9 (SUDs), 14 (green roofs and living walls), 24 (bird and bat boxes) and removal of conditions 11 (CHP), 12 (CHP stack) and 16 (greywater recycling) of planning permission 2018/3647/P dated 28/08/2020 (Demolition of existing office buildings (B1) and erection of 5 storey (plus two storey basement) building comprising mixed office (B1) and hotel (C1) use).”

A series of Non-Material Amendment applications to planning permission Ref.2020/5647/P have since been approved. These include the following.

- Ref. 2022/0214/P: *“Non-material amendments to planning permission 2018/3647/P dated 28/08/202, as amended by 2020/5647/P dated 19/01/2022, (Demolition of existing office buildings (B1) and erection of 5 storey (plus two storey basement) building comprising mixed office (B1) and hotel (C1) use) namely to install an extract flue at first floor level and new ground floor doorway on southern elevation.”* Approved 3rd May 2022.
- Ref.2022/2196/P: *“Amendments to planning permission 2018/3647/P dated 28/08/202, as amended by 2020/5647/P dated 19/01/2022, (for Demolition of existing office buildings and erection of 5 storey (plus two storey basement) building comprising mixed office and hotel use), namely to make amendments to the King's Terrace parapet wall, amendments to 9 Bayham Street party wall, alterations to external stairs including introduction of a new landing and alterations to window positions at ground and basement level.”* Approved 21st September 2022.

Camden Lifestyle (UK) Limited has implemented the above planning consent and is currently in the process of discharging conditions relating to this permission.

Proposed Advertisement

The proposal is for the display of advertisement to cover the whole surface area of the existing hoarding at 7ABC Bayham Street, fronting Bayham Street. The hoarding measures 2.53m by 25.51m and extends from ground level up. In terms of materiality, the hoarding comprises thick plywood which is painted black. The advertisement will comprise MDI-100 white gloss vinyl and MGI -002 matte laminate.

The advertisement hoarding will display the developer and operator's logos. Text will be white, with a black and grey background. The advertisement will sit flat against the hoarding, will not overhang the public highway, and the advertisement will not be illuminated.

Further detail on the proposed advertisement is included within the submitted Design Document.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act (2004) states that planning applications for development should be determined in accordance with the Statutory Development Plan unless material considerations indicate otherwise.

For the purposes of this application, the Development Plan comprises the following:

- The London Plan (May 2021); and
- Camden Local Plan (July 2017).

Other material considerations include:

- The National Planning Policy Framework (NPPF) (2021);
- The National Planning Practice Guidance; and
- Camden Planning Guidance: Advertisements (March 2018).

National Planning Policy Framework (2021)

The National Planning Policy Framework (NPPF) was adopted in February 2019 (and revised in July 2021). The NPPF sets out the overarching planning guidance to which all Development Plan Documents should comply. As such, the NPPF is a material consideration of considerable weight. Guidance as to how the NPPF, Planning Policy and Planning Law should be used in practice is provided within the National Planning Practice Guidance (NPPG).

At the heart of the NPPF is the presumption in favour of sustainable development. For decision taking, **Paragraph 11** sets out that this means expediently approving development proposals which accord with an up-to-date development plan without delay.

Paragraph 136 of the NPPF sets out that the control of advertisements should only be in the interests of public safety and amenity, taking into account cumulative impacts.

London Plan (2021)

The adopted London Plan does not include policies relating specifically to advertisements; however, **Policy D4 (Delivering Good Design)** reiterates the importance of maintaining design quality.

Local Plan (2017)

Policy D4 (Advertisement) explains that the Council requires advertisements to preserve or enhance the character of their setting and host building. The Council will support advertisement that preserves the character and amenity of the area and preserves and enhances conservation areas.

Policy D4 confirms that the Council will resist advertisements that contribute to unsightly proliferation of signage in the area; street clutter in the public realm; light pollution to nearby residential properties or wildlife habitats; have flashing illuminated elements; or impact upon public safety.

Policy D2 (Heritage) explains that development within conservation areas will be required to preserve or, where possible, enhance the character or appearance of the area.

Camden Planning Guidance: Advertisement (2018)

Camden's Planning Guidance explains that in mixed use areas or areas of predominantly commercial use, some hoarding advertising may be acceptable where they satisfactorily relate to the scale of host building and its surroundings. The Guidance states that the Council will resist the illumination of hoardings where it is a nuisance or out of character with the area.

Planning Policy Analysis

Given the proposal and planning policy context identified above, the planning considerations relevant to this development are:

- Public safety; and
- Design and amenity.

These are discussed in detail below.

Public Safety

This application seeks to display advertising on hoarding that is currently in situ. The proposal simply seeks advertisement on the existing hoarding, which will sit flat against the hoarding and will not overhang the public highway.

The advertising has proven to have no detrimental impact upon public safety, by virtue of their scale and sitting, in accordance with **Paragraph 136 of the NPPF**.

Design and Amenity

It is necessary to consider the proposal in terms of design and impact upon visual amenity.

As such, the only consideration for this application is the design of the advertisement. The advertisement design is simple and clearly articulates the developers and operators of the building through their logos.

The advertisement design is of a high-quality, aesthetically pleasing, and clean design. The clean and simple nature of the advertisement ensures that they will not lead to visual clutter or a proliferation of advertisements in the area, in accordance with **Local Plan Policy D4**.

The advertisement design is not illuminated and will not negatively impact upon the appearance and character of the surrounding area and street scene. The character of Camden Town Conservation Area will continue to be preserved, in accordance with **Local Plan Policy D2**.

In consideration of the above, it is considered that the proposed advertisement accords with **Local Plan Policies D4 and D2** and **Paragraph 136 of the NPPF**.

Conclusion

This proposal seeks Advertisement Consent on the existing hoarding at 7ABC Bayham Street, London, NW1 0EY.

For the reasons outlined within this Planning Statement, this proposal accords with both national and local policy and, as set out within Paragraph 11 of the NPPF, permission should therefore be granted "*without delay*".

We trust that you have the necessary information to progress this application and we look forward to receiving confirmation of validation. If you have any queries, please do not hesitate to contact me on the below details.

Yours faithfully,



Emily Brosnan
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